

WHAT IS CLAIMED IS:

1. An image processing apparatus comprising:

an image input unit configured to be input a first image;

5 a color setting unit configured to set an adjustment value of a color attribute of a second image from a reference color attribute;

a color adjustment excluded area setting unit configured to set an excluded area in which a color
10 adjustment for the second image is excluded;

a composite image producing unit configured to adjust the color attribute of the second image in accordance with the adjustment value except for the excluded area, and to produce a composite image by superposing the adjusted
15 second image onto the first image; and

an image output unit configured to selectively output the first image and the composite image,

wherein the composite image producing unit adjusts brightness and transparency of the second image within a
20 range between a predetermined range, and

wherein the composite image producing unit adjusts, in a case where a difference in contrast between character included in the second image and an area of the first image where the character is to be superposed is less than a
25 predetermined level, the color attribute of the character

so that the contrast of the character reaches the predetermined level.

2. An image processing apparatus comprising:

an image input unit configured to be input a first
5 image;

a color setting unit configured to set an adjustment value of a color attribute of a second image from a reference color attribute;

a composite image producing unit configured to adjust
10 the color attribute of the second image in accordance with the adjustment value, and to produce a composite image by superposing the second image onto the first image; and

an image output unit configured to selectively output the first image and the composite image.

15 3. The image processing apparatus as claimed in claim 2, wherein the composite image producing unit adjusts brightness and transparency of the second image within a range between a predetermined range.

4. The image processing apparatus as claimed in claim
20 2 further comprising a color adjustment excluded area setting unit configured to set an excluded area in which a color adjustment for the second image is excluded,

wherein the composite image producing unit adjusts the color attribute of the second image except for the
25 excluded area.

5. The image processing apparatus as claimed in claim 2, wherein the composite image producing unit adjusts, in a case where a difference in contrast between character included in the second image and an area of the first image where the character is to be superposed is less than a predetermined level, the color attribute of the character so that the contrast of the character reaches the predetermined level.

6. The image processing apparatus as claimed in claim 2 further comprising a receiving unit configured to receive a program in which broadcasted in a selected channel, and to output a video image of the program to the input unit as the first image.

7. The image processing apparatus as claimed in claim 2 further comprising an image producing unit configured to produce the second image.

8. The image processing apparatus as claimed in claim 2, wherein the second image comprises information to configure operation settings.

9. The image processing apparatus as claimed in claim 2, wherein the second image comprises information indicating operation status.